

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **May 9, 2006**

AGENDA ITEM NO.: 5

CONSENT: **X**

REGULAR:

CLOSED SESSION:

ACTION: **X**

INFORMATION:

(Confidential)

ITEM TITLE: **Appropriate Supplemental Funding for a Citizens' Handbook**

RECOMMENDATION: Appropriate the amount of \$15,295 from the General Fund Reserve for Contingencies for the purpose of supplementing \$25,705 in advertising revenue for the printing and mailing of a citizens' handbook.

SUMMARY: The Department of Communications and Marketing undertook a project, beginning in late 2005, to compile a 100-page citizens' handbook. The handbook is intended to be a comprehensive resource guide containing information about City services, contact information, civic organizations, reference numbers and other information useful to citizens. Once printed, approximately 43,000 handbooks will be distributed by mail to all City residents and businesses. A total of 50,000 will be printed. The handbook is expected to have a shelf life of at least two years.

In order to fund the cost of the handbook, the Department of Communications and Marketing has sold advertising to local businesses. To date, the effort has resulted in \$25,705 in advertising revenue. The total cost of printing and mailing the handbook is \$41, 000, a difference of \$15,295. In order to complete the project, the department is requesting an appropriation of \$15,295 from the General Fund Reserve for Contingencies.

PRIOR ACTION(S): Finance Committee, May 9, 2006

FISCAL IMPACT: \$15,295 – General Fund Reserve for Contingencies

CONTACT(S): JoAnn Martin, Communications and Marketing 455-3803

ATTACHMENT(S): Resolution, Handbook Mockup

REVIEWED BY: lkp

RESOLUTION

BE IT RESOLVED That \$15,295 is appropriated from the General Fund Reserve for Contingencies to supplement \$25,705 in advertising revenue for the printing and mailing of a citizens' handbook.

Introduced:

Adopted:

Certified:

Clerk of Council

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